Wii™

Nov. 19 Launch Guide

Expected to be the biggest launch ever!

Overview

Nintendo Wii is launching an interactive gaming system on Nov. 19. **There will be significantly more Wii hardware units distributed to stores versus PlayStation 3.** Our goal is to provide a Fast, Fun and Friendly shopping experience for guests while driving sales through the gaming hardware, as well as accessories, software and Extended Service Plans (ESP) sales.

Keys to a Successful Launch with Key Captains

- Flawless execution, STL.
- Protect your inventory, ETL-AP and ETL-LOG.
- Orderly and smooth guest service, ETL-Guest Experience.
- Drive sales – accessories, software and Extended Service Plans, ETL-Guest Experience.
- Orderly, smooth and fast checkout at Electronics, ETL-Guest Experience.

Key Changes from last year

- **Launch Day Execution DVD –** View how the process will work with your team to deliver a great guest experience.
- **Ticket numbers –** Used to maintain order, leading guests through a shopping order to receive their gaming hardware as well as listing launch day promotions.
- **Ticket Redemption Checklist –** A checklist that allows you to check off the tickets at the Electronics counter to ensure every ticket number is accounted for and destroyed.
- **Guest Shopping List –** To distribute to guests outside while they are waiting to "preselect" the games and accessories. This list will allow the Electronics team member to help the guest find their product immediately.
- **Guest Brochures –** To distribute to guests outside while they are waiting to that describes the gaming system. This is a great tool for team members to use to understand the product details as well.

- **Pop Up Display –** Launch day Pop Up display to merchandise games and accessories.
- **Department set-up schematic –** A visual example of where the Pop Store display, the shopping line and team members should be stationed on the day of the launch.
- **Directional Signs**
  - Outside "Line starts here" sign shows guests where the line begins. (For dual entrances, you'll have a cling directing guests to other entrance.)
  - Inside "Line starts here" for the service desk stanchions to use for guests to wait and be called in shopping order at Electronics department.
- **Software and accessories –** Nintendo will street date software and accessories along with hardware. **Note:** This does not apply to your Oct. 22 Sales Plan Wii endcap.
- **Wii Remote –** Expected to be limited supply.
- **Launch Day Sales –** Provided to stores shortly after launch date.

Key Dates

Nov. 3-6 – Ensure appropriate amount of team members are scheduled for Nov. 19 launch day.
Nov. 10-15 – Pop Up display arrives in store.
Nov. 11-13 – Gaming launch directional signs arrive in store.
Nov. 12-15 – Set Nov. 12 planogram, endcap and home locations. Do not stock software or accessories. That's right, set but don't stock.
Week of Nov. 12 – Guest shopping list arrives in store.
Nov. 12-18 – Hardware and software arrives in store.
Nov. 19 – Wii Hardware, accessories and software street date.

Gaming Launch Kit

The launch kit contains the following:

- Executive Launch Guide (this document)
- Launch Day Execution DVD
- Guest Tickets numbered 1-500
- Ticket Redemption Checklist
- Wii Guest Brochures

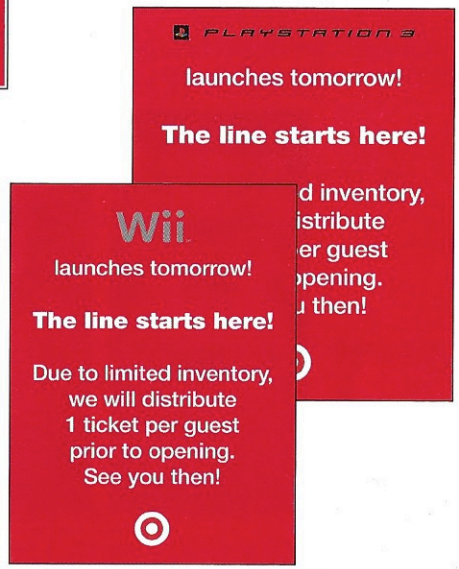
Arriving from vendor:

- Gaming Launch Directional Signs
- Pop Up Display
- Pencils
- Wii Guest Shopping List

Wii Launch Tools

2-sided Door Cling (11x17")

Inside Stanchion Sign



Outside Stanchion Sign (22x28")

Wii Launch Tools

Guest Brochure

Wii Ticket

Wii Pop Up Header **(all stores)**

Insert Wii Header Here

Pop Up Display

Maximize Future Replenishment of Software and Accessories

Wii hardware inventory is going to be very limited for the launch and the holidays.

The best way for your store to generate more sales dollars is sell more software and accessories!

Pre Launch (Nov. 3 – Nov. 4)

STL

- ❑ Review launch plan and DVD with team in executive meeting.
- ❑ Ensure all ETLs understand their role and discuss staffing needs.
- ❑ Ensure ETLs understand team member purchase policy.
- ❑ Store tickets in a locked location until day prior to launch date to avoid any early distribution.

ETL-HR

Staffing Plan for Launch day, Nov. 19.

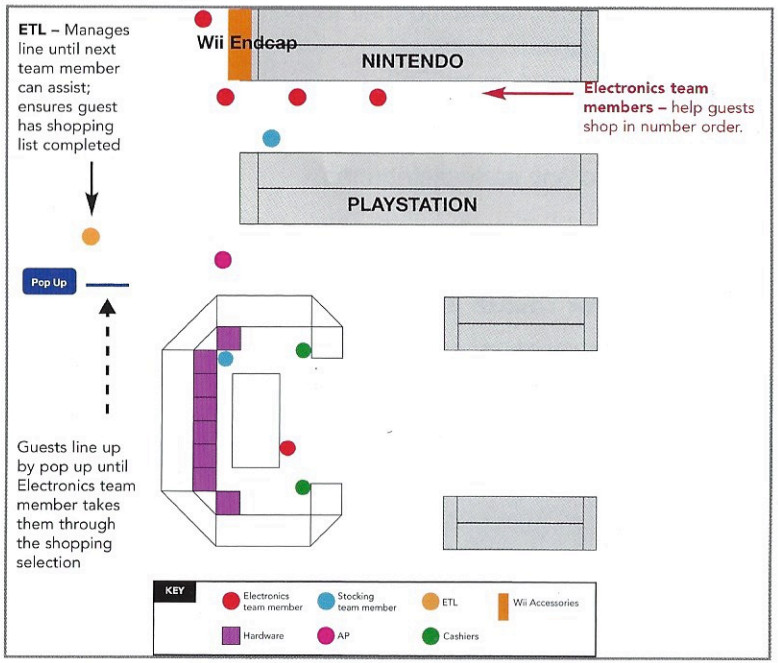
The following is recommended staffing and responsibilities for team members. Schedule more or less as necessary.

- ❑ One cashier for every register at camera counter.
- ❑ One Electronics team member inside camera counter to:
  - ❑ Ensure guest has found all their product.
  - ❑ Take ticket from guest as cashier begins checkout process.
  - ❑ Cross off the ticket number from Ticket Redemption Checklist and then destroy ticket.
  - ❑ Give gaming hardware to cashier to scan and complete transaction.
- ❑ At least four Electronics team members helping guest with accessories, software and Extended Service Plans (ESP).

- ❑ Two to three team members stocking shelves or consoles from backroom.
- ❑ Station at least two ETLs (ETL-Guest Experience and ETL-HL) in Electronics department.
- ❑ Assets Protection team members are present.

Note: Schedule team members who do not want to purchase games and that are excited to be on the sales floor.

Below is an example of the placement of: team members, Pop Up display and guest stanchions. Follow this guide to maintain a smooth and orderly guest experience.



ETL-AP

- ❑ Partner with Law Enforcement to inform them of the event, the anticipated crowd size and to request extra patrols if necessary.
- ❑ If the store is in a mall, also partner with mall security so they can plan accordingly. Inform them of event, anticipated crowd size and request extra patrols.
- ❑ Discuss crowd control plan with STL and ETL-Guest Experience.

Nov. 5 to Nov. 17

ETL-HR

- ❑ Ensure all team members that are scheduled to work on the launch day view the Launch DVD.

Team Member Purchases:

- ❑ Discuss purchase policy in a team huddles throughout the week.
  - Team members who want to purchase product should not be scheduled.
  - Team members who want to purchase product must follow guest process and have a ticket for purchase.
  - Team members cannot be in red and khaki.

ETL-HL, ETL-AP and ETL-LOG

To ensure replenishment, make sure all direct-to-store merchandise is checked in prior to Nov. 19, located and secured in backroom. All receipts must be checked in at time of delivery. Upon receipt, product must be secured in the Electronics lock up or bulk racking, depending on quantities.

Storage and Set of Hardware, Software and Accessories

Gaming hardware, software and accessories should be stored in the Electronics backroom until the Nov. 19 street date. Depending on volume, your store should follow these priority locations:

- ❑ Highest shelving available should be placed in the Electronics backroom.
- ❑ Use a storage location with full camera coverage.
- ❑ Nov. 12 – sales endcap sets without product.
- ❑ If your store receives a pallet quantity or more, separate (or stripe if a pallet or less) each DPCI (if multiple), shrink wrap the pallet and place in the top tier of bulk racking. Partner with ETL-AP on specific location.
- ❑ Inform all team members in receiving of the Nov. 19 street date that must be adhered to by all stores.

  Note: Register hard lock will be on all items.

Warning: Pre-setting this merchandise can result in vendor fine and loss of product allocation.

- ❑ All stores will receive a 4x6' Pop Up display for placement on the floor by the camera counter to stock additional software and accessories.

  Note: Some Wii accessories will not have a home location. The location will be endcap and Pop Up display only.

ETL-AP

- ❑ In partnership with ETL-HL and ETL-LOG, determine the location that the hardware, software and accessories will be secured based on the amount of units and space in your store. The storage location must have full camera coverage.
- ❑ Review team member scheduling to ensure adequate coverage for the launch morning.

- ❑ Review parking lot lighting and partner with DAPTL/STL to determine if lights should be overridden on the night of the event.
- ❑ Review crowd control plan with ETLs and AP team.
- ❑ Perform daily physical inventories of hardware, software and accessories.

ETL-LOG

- ❑ In partnership with ETL-AP and ETL-HL, determine the location that the hardware, software and accessories will be secured based on the amount of units and space in your store. The storage location must have full camera coverage.
- ❑ To ensure replenishment, make sure all direct-to-store merchandise is checked in prior to Nov. 19, located and secured in backroom. All receipts must be checked in at time of delivery.

ETL-HL

- ❑ In partnership with ETL-AP and ETL-LOG, determine the location that the hardware, software and accessories will be secured based on the amount of units and space in your store. The storage location must have full camera coverage.
- ❑ Begin setting the Nintendo planogram. Plan to complete by the week of Nov. 12. You will only be setting Wii label strips, etc. All merchandise should set the night before the launch. **Do not stock merchandise until night before launch.**

Warning: Pre-setting this merchandise can result in vendor fine and loss of product allocation.

- ❑ All stores will receive a 4x6' Pop Up display for placement on the floor by the camera counter to stock additional software and accessories. If the Pop Up display is not received, contact eSupport/ISM Signing.

ETL-Guest Experience

- ❑ Communicate to operator to give callers inquiring about availability of sales that they are on a "first come first serve" basis and that product cannot be held or reserved.
- ❑ Pass out Wii Product Brochure and Shopping List to Electronics team members working morning of launch day and review with the team.
- ❑ Work with ETL-HR to ensure all impacted team members have viewed the DVD.
- ❑ Review the staffing plan and location of team members and where people should be positioned during the game day (refer to the Electronics Layout on page 8).

ETL-Food

- ❑ Ensure supplies and inventory is on hand for soda and popcorn.
- ❑ Work with ETLs to determine which team members scheduled that morning can assist with distributing soda and popcorn to guests at 7 a.m.
- ❑ Watch Message Boards to process this expense.

Nov. 18 Day before Wii Launch

STL

- ❑ Give tickets to ETL-HL to complete a count of gaming units and tickets.

ETL-AP

- ❑ Ensure an AP team member is scheduled and understands their role in the Electronics department.
- ❑ Perform daily physical inventories of hardware.

At store closing/Night prior to Street Date

ETL-HL, ETL-LOG and ETL-AP

- ❑ Assemble Pop Up display and store behind camera counter for launch morning.

  Note: Select 100 stores have already assembled.
- ❑ Stock, pull, set and fill street dated software, accessories, GiftCards on Wii Pop Up display to capacity.You will need to set home and sales plan endcap locations. **Setting the Pop Up display is priority.** Planogram number A115AN.
- ❑ Ensure two 7x11" "Due to a limited supply of the Wii hardware systems, rain checks cannot be issued" and "Limit one per guest," signs have been printed (#966342). Post one sign in the Wii showcase and one sign on the camera counter. **Note:** Idaho and New Mexico stores cannot use sign #966342.
- ❑ Ensure one 7x11" "Due to the high demand, the Wii hardware system is currently out of stock. We apologize for any inconvenience" sign (#856826) has been printed. Keep the sign behind the camera counter. **This sign should be posted in the showcase when your hardware is gone.**
- ❑ Obtain tickets from STL and store in locked location for launch day events.

ETL-Guest Experience

- ❑ Place the 22x28" outside "Line starts here" poster into the poster holder and place outside where the line should begin forming. The line should be near the sidewalk and not directly next to the door entrance.
- ❑ For dual entrances, place the door cling on the opposite entrance door to direct guests to other entrance.
- ❑ Move the Service Desk stanchions to the Electronics department and insert the 7x11" "Line starts here" **over** the existing sign.

ETL-Guest Experience

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- ❑ Move the Service Desk stanchions to the Electronics department and insert the 7x11" "Line starts here" **over** the existing sign.

ETL-AP

- ❑ Review launch direction and crowd control plan. Verify with ETL-HL that tickets are ready for guests.
- ❑ Position exterior camera's to maximize coverage of crowd view.
- ❑ Position interior camera's to maximize coverage of key product area.
- ❑ Count hardware and compare counts with ETL-HL and ETL-Guest Experience.

ETL-LOG/REPTL

- ❑ Put all located hardware in a tub, so it is ready to roll out to the floor on the street date of Nov. 19.
- ❑ Detrash half of the cases prior to store opening – have remaining product available nearby. Detrashing half of the units ensures the ability to sweep back product in case sales are less than forecast.

Nov. 19 Wii Launch Day

6 a.m.

ETL-Food

- ❑ Food Preparation - Ensure food service is ready to pass out soda to guests at 7 a.m. outside store.
- ❑ Work with ETL-Guest Experience and ETL-HL and determine which team members can assist with distributing soda and popcorn to guests during the ETL-Guest Experience's announcement.
- ❑ Watch Message Boards for the expense number to use when processing this expense.

ETL-HL

- ❑ Count tickets (conduct with ETL-Guest Experience and Electronics team member).

- ❑ Count the exact number of tickets to match the number of hardware.
- ❑ After counting is done, place the hardware units behind the camera counter. **Note:** Do not hold any hardware units back for errors in counting.
- ❑ Destroy any additional tickets to ensure you have exact and equal quantities of hardware and tickets.

  Note: If you distribute the wrong number of tickets and have no units left, provide a GiftCard with a dollar amount equal to the hardware price.
- ❑ Write the store number on the blank stores number line of each ticket.
- ❑ Place ticket Redemption Checklist at the camera counter. Review ticket redemption process with the Electronics team member again.
- ❑ Give final count of tickets to the ETL-Guest Experience for distribution at 7 a.m.

Pop Up Display Set-up

- ❑ Move the Pop Up display from the counter area and place it next to the counter location facing opposite the PlayStation aisle. (See floor plan guide for location on page 8).
- ❑ Ensure GiftCards are on the Pop Up display pegs.

ETL-Guest Experience

- ❑ Count the gaming hardware with the ETL-HL and the Electronics team member that will be distributing the tickets.
- ❑ Work with ETL-Food and ETL-HL to determine which team members will assist with food distribution at 7 a.m. to guests outside the store.
- ❑ Set the Service Desk stanchions as identified on the Electronics floor plan guide on page 8.

ETL-AP

- ❑ Ensure AP team members are prepared for their positions at the camera counter or Electronics department for store opening.
- ❑ Position TPS, off-duty police or security coverage, if necessary, outside the store to assist with crowd control prior to opening.

7 a.m.

ETL-HL

- ❑ Pull all located hardware in the tub, so it is ready to roll out to floor.
- ❑ Bring backstock of hardware to camera counter.
- ❑ Unlock Wii software case and open glass door.

ETL-Guest Experience

- ❑ Gather the Guest Shopping Lists, Guest Brochures, Tickets and pencils to distribute to guest outside the store.
- ❑ Team members should begin distributing soda and popcorn to guests outside the store.
- ❑ Deliver first message to guest. Script is located on page 23.

ETL-AP

- ❑ Maintain order while ETL-Guest Experience is passing out tickets, brochures and shopping lists to guests. Be available to answer guest questions.

7:30 a.m

STL

Walk Electronics department to ensure:

- ❑ Wii software case is unlocked.
- ❑ Pop Up display is set up and stocked.

- ❑ Tickets are counted for hardware units and remaining tickets are torn up and thrown away in the Assets Protection office trash can.

ETL-Guest Experience

- ❑ Review the process flow and where each team member will be stationed today.
- ❑ Ensure Electronics team members know where all product is located on the Shopping List to help the guests find what they need.

ETL-AP

- ❑ Position TPS, off-duty police or security coverage, if necessary, inside the store to assist crowd control 15 minutes prior to opening. **Note:** Some guests may try to enter through exit doors to gain an advantage. Consider stationing team members at exit doors for prevention. **Do not allow guests into the store prior to opening,** except in the case of an emergency.

7:50 a.m.

ETL-Guest Experience

- ❑ Make a special PA/walkie announcement minutes before opening to ensure team members are stationed at posts and ready to assist guests.
- ❑ Deliver final message to crowd. Script is located on page 23.
- ❑ Remove the exterior "Line Starts Here" sign from the entrance area and if necessary the door cling from other entrance.

8 a.m.

ETL-Guest Experience

- ❑ Ensure all team members are at their locations.
- ❑ Escort guest in shopping order to the "Line Starts Here" checkout location within Electronics department.

  Note: Do not allow guest to line up at cash register.

Helping guests on the Sales Floor (Electronics team members)

- ❑ All Electronics team members should assist guests in the Electronics department by asking, "Can I help you find something?," and refer to the brochure to locate the items they have selected.
- ❑ Ensure GiftCards are located on pegs on Pop Up display and ensure additional stock is located at camera counter.
- ❑ Remind guests of today-only promotion: for every three Wii games purchased receive a $20 GiftCard. (i.e. Purchase six Wii games and receive two $20 GiftCards.)

  Note: POS will prompt you; scan sheets are not needed.
- ❑ Ask guest for completed Shopping List and find product for them.

Checkout Process – Cashiers/Electronics team member

- ❑ When the guest enters the checkout line, the Electronics team member will provide a final check with the guest that they have found accessories, games and Extended Service Plans.
- ❑ After final verification, the Electronics team member will obtain the ticket from the guest and then turn the guest over to the cashier to begin the checkout process.
- ❑ The Electronics team member checks the ticket number on the Ticket Redemption checklist, destroys the ticket, then gives the hardware to the cashier to scan and complete the transaction.

Post Launch

ETL-HL

- ❑ Communicate to the ETL-Guest Experience and Operator when hardware is sold out.
- ❑ If your store has not sold all of the hardware, place remaining units into the video game lock ups.

After the morning rush:

- ❑ Breakdown and throw away the Pop Up display.
- ❑ Replenish home and endcaps locations with remaining Wii software and accessories per your planogram.
- ❑ When hardware is sold out, post 11x17" "Due to high demand, the Wii system is currently out of stock. We apologize for any inconvenience." sign (#966344) in the showcase.

  Note: Stores will be receiving additional new releases between Nov. 19 and January that are non-planogrammed. Remerchandise these into double facings or out-of-stocks until the January revision.

ETL-Guest Experience

- ❑ Return the stanchions back to the Service Desk location.
- ❑ Throw away the "Line Starts Here" sign for launch.
- ❑ Remove and destroy door cling and exterior sign.

Product Information

What is the Wii Hardware? **$249.99**

Wii is a revolutionary new gaming system utilizing the first ever fully motion-sensitive wireless controller. Imagine playing tennis by swinging the controller just like a tennis racket. Wii will give you access to 20 years of Nintendo games. Do you remember the video game Mario? Now imagine playing the newest Mario game for Wii then downloading the first Mario game created from the first Nintendo system.

What are the other Wii products available?

Wii Software **$49.99**

Unlike many other launches, Wii will have approximately 20 games available. This is more than PS3 and Xbox 360. New games include: The Legend of Zelda: Twilight Princess (E), Excite Truck (T), Red Steel (T), Madden 07 (E), Tony Hawk Downhill Jam (E).

Ratings: Teen (T), Everyone (E)

Wii Remote **$39.99**

To maximize a team game, guests need to purchase another remote. For example, the Wii Sports Game included in the Wii Hardware package, allows you to play a four person doubles tennis match.
(Limited quantity)

Wii Nunchuck **$19.99**

In addition to remote, many games need the nunchuck. For example Legend of Zelda: Twilight Princess game requires the remote and nunchuck.

Wii Virtual Console Card **$19.99**

With this card, you can use points to purchase old school Nintendo games online. Play some of the classics right on your new Wii system.

Wii Classic Controller **$19.99**

The Wii hardware will give access to original Nintendo games. The classic controller replicates the original controller. Guests can play Mario as they did 20 years ago

FAQs

Q. When will stores receive more Wii hardware?

A. Nintendo will begin weekly shipments to all retailers the week after Nov. 19. Quantities will be limited and may not satisfy demand. There will be no reservations, no holds and no rain checks.

Q. Can you reserve a Wii system for me?

A. Due to limited inventories, we are not able to reserve or hold units.

Q. Can units be reserved or held for team members, their friends or family?

A. No. Team members can purchase units if they follow the same rules given to guests, are not dressed in red and khaki, and are not scheduled to work the morning of launch.

Q. Do I need to scan a sheet for the "Buy 3 Wii games and get a $20 GiftCard?

A. No, the POS will automatically prompt you to issue a $20 GiftCard. GiftCards are available inline and at the camera counter.

Q. Do I give every guest a ticket?

A. Ask every guest is they are interested in a ticket today and use your best judgment. For example: a mother and a 5 year old would qualify for one ticket.

Q. Can Wii play my GameCube games?

A. Yes, 100 percent.

Script - 7 a.m.

Greeting – "Thank you for coming today and waiting outside."

Ticket – "We will distribute one ticket per person, this ticket secures your gaming hardware today and is only valid this morning at this store only. Your ticket is your shopping and checkout order. You will be escorted to the Electronics department in shopping order. Also, once you have finished shopping, we will check you out at the camera counter where you'll turn in your ticket at that time for your actual gaming hardware. If you do not receive a ticket, you still can take advantage of the other Wii promotions."

Shopping lists and Guest brochure – "Don't worry – to help your shopping experience today, an advanced shopping list to review prior to coming into the store will give you a view of the accessories and the games we have available. Remember, the hardware only comes with one controller. Additional controllers and other types of accessories are available for purchase."

Special Promotion – "Today only, we have a special promotion on games. For every three Wii games purchased, get a $20 GiftCard! (i.e. Purchase six games, receive two $20 GiftCards.)"

Extended Service Plans – "For only $29, you can purchase a 3-year service plan that has exceptional coverage available with no hassles or hidden fees."

Pass out the tickets and shopping list now – "Please hold onto your ticket and shopping list as this is your shopping order number. We do not have any additional tickets. We are not able to replace any ticket."

When all tickets are passed out – "My apologies, all the tickets have been distributed. You can still take advantage of the other PlayStation 3 promotions."

For Disappointed Guests – "We have distributed all the tickets for each hardware unit we have available. Unfortunately supplies are limited. Please feel free to take advantage of our launch day promotions."

If more tickets were distributed than hardware – "My apologies for the error. Although I do not have a hardware unit to offer you I can issue you a Target GiftCard with a value of the gaming unit."

7:50 a.m.

"We will be opening our doors shortly. Your ticket is a confirmation that you can purchase a gaming hardware. Please take your time to find your games and accessories. Our team members are ready to help you find exactly what you need. Your ticket number will be called in shopping order. Again, thank you for your patience and enjoy your new purchase!"

Notes

Notes

Notes

Wii™

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